MBA 630  #42306  In Classroom OM 223 Wednesdays  6:30 pm – 8:45 pm  
Once formed, teams are encouraged to meet at 6:00 pm

Instructor:  Peter Hall, Adjunct Professor  Email: hall7@canisius.edu  
Work:  845-7000 x205  Cell:  716-472-2980

Office Hours:  After class in classroom and by appointment if necessary.

Text:  Boone/Kurtz, Contemporary Marketing, Update 2015  
1285187628 | 9781285187624  
Students can rent (recommended) this book for about $39 at this URL:  
http://www.cengagebrain.com/shop/search/9781285187624  
2015, 2014 published by Cengage Learning

Your instructor will help you register for the required Links Marketing Strategy Simulation ($49). Do NOT register for Links until told to.  
http://www.links-simulations.com/indexEMS.php?variant=MS  
Scroll down to the Marketing Strategy icon and click on that.  
Your instructor will provide you with a courtesy hard copy of the manual, but the latest version of the Links Marketing Strategy Simulation Manual can be read or downloaded for free anytime online:  

College, Program and Major Learning Goals:

This course is designed to help students achieve one or more College and/or graduate business program goals and objectives. You can see the specific graduate program and/or college level learning goals and objectives associated with the course from this page on the College website:  
http://bit.ly/bcoreLG:  If that link doesn’t work on your device, try:  
http://www.canisius.edu/academics/academic-schools/school-of-business/learning-goals/

Course Level Learning Goals:

These are learning goals developed by Professor Hall and some may be specific to this section of Marketing Strategy. It is possible for the same course, taught by different instructors, to have different course level learning goals.

This course is designed to enhance managerial decision-making in the following areas which generate demand from the market (the famous “Four Ps of Marketing”):

1.) Product and Service Decisions (“Do we have a Product problem?”)  
2.) Pricing and Related Decisions (“Do we have a Pricing problem?”)  
3.) Integrated Marketing Communications Decisions (“Do we have a Promotion problem?”)  
4.) Supply Chain Marketing Decisions (“Do we have a distribution, or Place, problem?”).

And, in this course we will also talk separately about two additional “Ps”  
5.) Packaging
6.) Positioning (activities to get the consumer to position your product or brand in their minds favorably vis-à-vis the competition).

**Organization and control factors essential to implementation of effective marketing strategy include:**

1.) Developing and implementing a marketing budget  
2.) Sales forecasting approaches and techniques  
3.) Financial Statement Analysis  
4.) Compensation planning for sales and marketing personnel  
5.) Marketing controls and Marketing Information Systems

**Grade Evaluation:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>Attendance</td>
<td>5%</td>
<td>Attendance in class and at group meetings</td>
</tr>
<tr>
<td>Oral, Writing</td>
<td>5%</td>
<td>Class Participation (in classroom and online)</td>
</tr>
<tr>
<td>Oral, Writing</td>
<td>10%</td>
<td>Two (2) Group Presentations &amp; Deliverables</td>
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<tr>
<td>Writing</td>
<td>10%</td>
<td>Ten (10) Written Dropbox “Homework” Assignments</td>
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<tr>
<td>Writing</td>
<td>10%</td>
<td>Ten Online Activities / Discussions</td>
</tr>
<tr>
<td>Game</td>
<td>20%</td>
<td>Overall Group score on LINKS simulation</td>
</tr>
<tr>
<td>Exams</td>
<td>30%</td>
<td>Mid-term &amp; Final Exams</td>
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<tr>
<td>LINKS test</td>
<td>0%</td>
<td>You must score 80% on this qualifying test or you will be asked to drop the course.</td>
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<tr>
<td>Quizzes</td>
<td>10%</td>
<td>Twelve (12) On-line Textbook Chapter Quizzes</td>
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<td></td>
<td>100%</td>
<td>total</td>
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**Final Grades:**

Student final semester grades will be calculated as follows:

- A 95 to 100
- A- 90 to 94.9
- B+ 87 to 89.9
- B 83 to 86.9
- B- 80 to 82.9
- C+ 77 to 79.9
- C 73 to 76.9
- C- 70 to 72.9
- D 69.9 and below

**Group Work:**

You will be assigned to a group by your instructor. Your group will be responsible for two (2) PowerPoint presentations in class as well as written documents to back up those presentations. The written documentation is due when you deliver your group’s oral reports. Please provide your instructor with a hard copy three page written summary of your group’s talk and a print-out (six slides to a page) of your PowerPoint slides.

The first presentation will relate the text book to the LINKS game. The second and final group presentation will be an analysis of your group’s experience playing the LINKS game, paying close attention to what you could have done better. You will take on the role of “outgoing” management prepping your successors to take over in your shoes.

Teams/Groups will make the two formal (PowerPoint) presentations mentioned above, but will also become principals in “companies” to play the LINKS Marketing Strategy Simulation (referred to as “the game” or “the LINKS game” or just “LINKS”). There will be eleven (11) game runs each of which will require team discussion and input.

This is a “blended” class. A significant amount of work in this class is done outside of the classroom online. Plan your schedules accordingly.
Registering and Paying for the Simulation

DO NOT REGISTER UNTIL TOLD TO BY YOUR INSTRUCTOR. To pay for LINKS, students access the “Pay For LINKS” link on the main LINKS webpage (http://www.LINKS-simulations.com). Be prepared to input your LINKS instructor’s last name, which provides the necessary information to locate the relevant LINKS payment webpage on the LINKS web-server for your course/instructor. Also, be sure to use the same email address which your instructor has provided to LINKS. (It doesn’t have to be your Canisius email account, but whatever you use, once your instructor asks you, don’t change your mind.)

Payment is via personal credit card and processing is via PayPal. After payment is made, you’ll receive an electronic receipt (i.e., an e-mail message) from PayPal.

Payment for LINKS is separate from access to the LINKS participant's manual. You may freely access, download, and print the participant's manual for LINKS at any time via the LINKS website (http://www.LINKS-simulations.com). You should access the LINKS participant's manual, and begin reading it, before you pay for LINKS. The LINKS web-based business model is that the LINKS participant's manual has no inherent stand-alone value; thus, it's freely available via the LINKS website. On the other hand, access to the LINKS experience has value, and everyone pays for that access.

LINKS published prices reflect discounts for early payment. “Early payment” is defined as payment for LINKS participation that occurs before the scheduled completion of the first game run in a LINKS event. Students paying for LINKS after the first scheduled game run do so at the full (non-discounted) price, which is 25% higher than the discounted price.

Anyone who prefers to not pay via the web may pay by personal check or money order. Such a check or money order (in USD$) is made payable to "Randall G. Chapman" and sent to Randall G. Chapman, 320 Forest Haven Drive, Winter Garden, FL 34787. (Be sure to include your name, your instructor’s name, your university/college name, and your preferred e-mail address in your correspondence.) Please note that checks with insufficient funds incur an extra processing fee of USD$25 before payment/registration for a LINKS event will be deemed to be complete.

Test and Exam Policy:
For every assigned chapter in the text there will be a short test on D2L. Tests will cover material in your text book which may or may not be explicitly covered in class. On-line tests can be taken open-book, open notes, etc. but not with others. You are expected to take these tests individually. Using others to help you take your on-line tests will be considered cheating (see below). Tests are generally not cumulative unless specifically mentioned.

How to do well on tests:
1. Skim the assigned chapter or pages by only looking at material in the margins.
2. Go back and read the assigned chapter or pages. Understand the exhibits.
3. As you finish each section (every few pages) of a chapter, do the “Assessment Check” (1, 2, or 3 questions about what you just read).
4. When you are done, read the “Assessment Check: Answers” section and then make sure you understand the “Marketing Terms You Need to Know.”
Academic Integrity (Cheating):
Students are expected to know and understand college policies with regard to the Academic Integrity Code. Violations of academic integrity will be prosecuted fully. Please note that you are responsible for reporting any instances where other students have violated these policies. Failure to do so will result in penalties as well. If you have any questions about this policy, please see the instructor.

Attendance:
Attendance will be taken at each class. You are allowed only two (2) unexcused absences (e.g. you had to work late, your car broke down, you didn’t feel well). To assist in keeping track of excused absences please submit a note explaining your absences (e.g. you were under a doctor’s care, you were traveling for your company) with valid documentation. Any student with more than two (2) unexcused absences will be penalized by dropping the final course one letter grade per unexcused absence (e.g. your final course grade of B would become a C with your third unexcused absence, and so on).

NOTE: In addition, even though you are allowed two (2) unexcused absences before it affects your final letter grade, you should know that your grade for attendance starts at 100% and will drop 10% for every class missed. Miss three classes, and your grade for attendance will be a 70%. Think of the 100% as a reward for perfect attendance.

Lateness:  Every three late arrivals will count as one absence.

Oral reports:
For the first group reports, I’m looking for a 20 minute presentation using PowerPoint. Oral reports will be graded simply as A, B, C, or F (if you never make the report). In calculating final semester grades these will translate as 95, 85, 75, or 0 (zero). Here’s how to get an “A” on your oral report:

- **Act as if** you are addressing a very important client.
- Introduce us to all the members of your team.
- When introducing, tell us what topic each person will cover.
- As each person finishes, he or she should introduce the next person (again).
- As you take over, thank the previous speaker by name.
- **Smile. Act as if** you really like your team and you like your topic.
- Do NOT turn to look at the PowerPoint screen as you talk. Look at your audience and if you stand at the lectern you can also look down at the computer monitor.
- Do NOT read your PowerPoint slides to us. We know how to read, thank you.
- **Speak s-l-o-w-l-y.** Speak clearly. Speak up. Let the audience absorb what you are saying. It feels weird at first, but practice talking slowly and it will be your best ally.
- It’s okay to repeat yourself. And speak s-l-o-w-l-y when you repeat yourself.
- Follow the old rule: Tell us what you’re going to say, say it, tell us what you said.
- Keep your PowerPoint slides and transitions as simple as possible.

Written homework:
Submit homework using the D2L dropboxes provided. For most homework assignments, I’m looking for three (3) paragraphs (¶) per question. Each paragraph should have three to five sentences. There will be detailed descriptions on D2L.
Written work will be graded simply as 95, 85, 75, 65, 0 (zero) which translates as A, B, C, D, or F. Four assignments (PSR #1, PSR #2, VALS/PRIZM, and Resume/Cover Letter) can be rewritten and resubmitted for a higher grade. You may be advised to go to the tutoring center (OM-315) or the Griff Center. It will be time well-spent and it’s included in your tuition.

All “written” homework must be word-processed using 12 point Times Roman type (the same as this document). By the way, “written” does not mean “hand written.” It means “type written” preferably with Microsoft Word. To make your document easy to read use:

- bolding
- underlining
- bulleting
- numbering
- plenty of white space

Late homework:
Homework is due, in the dropbox, by the start of class on the day it’s due. Late homework will be penalized as follows: For every week that the homework is late, a letter grade will be taken off.

Writing Skills:
You will be graded (in part) on your writing ability. Spelling, punctuation, grammar, and clarity are important. You may be asked to attend peer tutoring in Old Main 315. If so, please make sure that your peer tutor fills out the form at the center so that I have proof that you went to your tutoring session.

Study Groups / Teams:
The class will form into six (6) study groups of approximately five people per group. After groups are formed, you will sit near your group members in class. The six teams will be numbered 1 to 6 and you will see separate team assignments on the Day by Day Schedule to be provided. Teams will make at least two formal (PowerPoint) presentations and will also form “companies” to play the LINKS Marketing Principles Simulation (“game”).

Services to help you succeed:
The GRIFF Center for Academic Engagement provides comprehensive programs, tutoring services, and resources to support student academic and career success. If you would like to learn more about academic support, please stop in Old Main 013 or call 716-888-2170. Visit the GRIFF Center webpage at: http://www.canisius.edu/griff-center/

Accessibility Support (716-888-2170), which is located in the Griff Center for Academic Engagement (OM 013), is responsible for arranging appropriate academic accommodations for students with documented disabilities. If anyone in this course falls into this category, please contact Accessibility Support so that an appropriate course of action may be determined. For additional information, see http://www.canisius.edu/dss/

Special Circumstances:
As early as possible please share with me privately any special situation that might complicate or compromise your success in my course. Please talk to me or e-mail me “sooner rather than later.” In the past students have had concerns about family issues, job responsibilities, travel issues, and participation in sports and clubs, to name a few.
In addition, you can visit with professionally qualified counselors free of charge at the **College Counseling Center**. Their mission is "to promote development of the whole person by helping students effectively transform life's challenges into opportunities for personal growth." Visit them in Frisch-001 or call extension 2620.

Another avenue is the **Office of Campus Ministry** in OM 207. To quote from their web site: “The activities of Campus Ministry are open to students and staff of all faiths… We are guided by the cornerstones of spirituality, community, simplicity of life and service and are committed to work toward justice with people of all faiths.” [emphasis added] [http://www.canisius.edu/images/userImages/campmin/Page_721/b050607.pdf](http://www.canisius.edu/images/userImages/campmin/Page_721/b050607.pdf) Visit them in OM-207 or call extension 2420.

**Other useful information:**

**Communication:**
I will communicate with you through your Canisius email account (yourname@canisius.edu). Please do the same when you communicate with me. To be able to spot your message quickly among the clutter we all get, please a.) use the subject line and b.) begin your subject with **MBA 630**. My campus email address is: hall7@canisius.edu. If you need me immediately, send a text (716-472-2980).

Class assignments and useful information will be put on D2L. Please check it often.

**Computer (ITS) Help Desk Hours:**
7:45 AM - 6:30 PM (Monday - Friday) Call extension 2299.
Whether you are going to use a laptop for an in-class presentation or whether you are going to use the Windows computer provided, practice with it in our classroom before you present and get to class early to set-up and troubleshoot before class starts. **Remember, the Help Desk closes at 6:30 PM.**

**The Griff Center:**
To quote selectively from their web site: “The Griff Center at Canisius College provides personalized, cutting-edge services and programs to meet the complete career development needs of Canisius students …Whether you need help choosing a major, exploring careers, or developing job search skills, our staff is here to help you make the necessary preparations to achieve your goals … Following are just some of the services we provide: Career counseling, Resumé and cover letter critiques, videotaped mock interviews… Career counselors are available to assist you at every step of your career development.”

Visit them in the Griff Center in the OM basement or call extension 2475. You are paying for this resource. Use it!

An early assignment in this class requires you to hand in a Resumé. The Career Center can help you with this now, and your instructor will also help you. Several years from now, when you go to update that Resumé, the Career Center will be invaluable.

**Instructor reserves the right to make changes during the semester to the Day by Day Activities listed on the following. Students will be notified in class or email or both.**
Day by Day Activities for MBA 630  Meet in Classroom: OM 223 Wednesdays 6:30pm – 8:45pm  
Your instructor will provide more detail about Day by Day Activities in class, by email, and on D2L. 
H = Homework assignments usually due in a dropbox. D2L quizzes to be done before start of class.

<table>
<thead>
<tr>
<th>Date</th>
<th>Class#</th>
<th>Class Activity</th>
<th>Assignments H=Homework Due</th>
<th>LINKS Activity before class. Inputs date &amp; time as noted.</th>
<th>Text Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/20</td>
<td>#1</td>
<td>Course Structure and Policies. Basic Marketing Concepts. “Feature-Benefit” introductions. Fill out Team forms. Instructor distributes hard copy LINKS manuals. Intro to LINKS, part 1.</td>
<td>Get the Boone/Kurtz, Contemporary Marketing, Update 2015 text book (rented or used copies are fine) as soon as possible.</td>
<td>Locate website <a href="http://www.links-simulations.com">www.links-simulations.com</a> Click on “10 Marketing Simulations” icon, then find “Links Marketing Strategy” (one of the two Marketing Capstone games).</td>
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<td>1/30</td>
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<td><strong>Online Activity #1</strong> Wait for instructor’s email, then sign up for LINKS ($49)</td>
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<td>2/3</td>
<td>#3</td>
<td>Intro to LINKS Research Reports. LINKS Marketing Tactics Oral Quiz Round I in class, no grade, open book/manual. Instructor returns PSR Memo #1. Hand in completed Myers-Briggs forms.</td>
<td>D2L Quiz Ch. 3 D2L Quiz Ch. 6</td>
<td>Continue reading the LINKS manual Ch. 3, 9 and 14 (that’s a big chapter)</td>
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<td>2/5</td>
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<td><strong>Online Activity #2</strong> LINKS Inputs Q4 Research requests only!!! due by 9:00pm</td>
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<td>2/10</td>
<td>#4</td>
<td>Bring LINKS Q4 printouts to class &amp; be ready to discuss. LINKS Research Reports. LINKS Marketing Tactics Oral Quiz Round II in class, no grade, open book/manual.</td>
<td>H= VALS/Prizm Assignment due in dropbox and hard copy due in class.</td>
<td>Continue reading the manual Ch. 4/5, 6/7, 8, 10 Tutorials #2 part 3 (turnover) &amp; #6 Reconfiguration</td>
<td>9 STP</td>
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<td><strong>Online Activity #3</strong> Skim through LINKS FAQs.</td>
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<td>2/17</td>
<td>#5</td>
<td>Bring LINKS Q4 printouts to class &amp; be ready to discuss. Introduction to LINKS forecast simulations. LINKS Marketing Tactics open book paper and pencil - written quiz – 80% grade required to stay enrolled in MBA 630! Instructor returns VALS/Prizm.</td>
<td>D2L Quiz Ch. 2 H= PSR Memo #1 rewrite due in dropbox and hard copy due in class. Use original dropbox. Staple hard copy re-write on top of graded original.</td>
<td>Do the LINKS “Forecaster Simulation” (this takes 1-2 hours). <a href="http://www.links-simulations.com/Forecaster/introduction.php">http://www.links-simulations.com/Forecaster/introduction.php</a> First request a passcode, then try the simulations.</td>
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<tr>
<td>Date</td>
<td>Activity</td>
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<td>2/19</td>
<td>Online Activity #4</td>
<td>Submit preliminary LINKS Q5 input decisions to LINKS before 9:00 pm, not “for real” (that’s next week) but so that instructor can advise you better.</td>
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<tr>
<td>2/24</td>
<td>Team #1 Presents Ch. 10 Research (text vs. LINKS) from 6:30 to 7:00. Bring hard copies of your Q5 input decisions to class. Presidential Meetings re Q5 inputs: 15 minutes privately in order: 2,3,4,5,6,1. Be ready to defend the decisions that you will be finalizing this Friday. (Meet with your group nearby until your time which will be announced in class.)</td>
<td>D2L Quiz Ch. 10 Myers-Briggs forms due back in class \textbf{H=} VALS/Prizm assignment re-write due in dropbox and hard copy due in class \textbf{(staple on top of original)}. \textbf{H=} PSR Memo #2 (MBA) due in dropbox and hard copy due in class.</td>
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<td>2/26</td>
<td>Online Activity #5</td>
<td>LINKS Inputs Q5 due by 9:00pm</td>
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<td>3/2</td>
<td>Team #2 Presents at 6:30 Ch. 12 Product (text vs. LINKS). Review for Mid-term. Instructor returns PSR Memo #2.</td>
<td>D2L Quiz Ch. 12 \textbf{H=} Résumé/Cover due in dropbox and hard copies due in class.</td>
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<td>3/7</td>
<td>Team #3 Presents Ch. 14 at 7:15 pm Channels (text vs LINKS). \textbf{Midterm Exam} (In-class, paper and pencil, closed book) 7:45 to 8:45 pm (Ch.1,2,3,6,9,10,12 + LINKS questions)</td>
<td>D2L Quiz Ch. 16 \textbf{H=} PSR Memo #2 rewrite due in dropbox and hard copy due in class (staple on top of original).</td>
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<tr>
<td>3/4</td>
<td>Online Activity #6</td>
<td>LINKS Inputs Q6 due by 9:00pm</td>
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<td>3/9</td>
<td>Team #4 Presents Ch. 16 Promotion (text vs LINKS). Lecture-discussion LINKS/text. Instructor returns Résumé/Cover</td>
<td>D2L Quiz Ch. 18 \textbf{H=} PSR Memo #3 (dropbox only).</td>
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<td>3/11</td>
<td>Online Activity #7</td>
<td>LINKS Inputs Q7 due by 9:00pm</td>
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<td>3/16</td>
<td>Eileen Abbatoy Strengths Finder Workshop \textbf{starts early at 6:00 (!) pm.}</td>
<td>D2L Quiz Ch. 19 \textbf{H=} Product Life Cycle</td>
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<td>3/23</td>
<td>Team #5 presents Ch. 18,19 Price (text vs LINKS). Presidential Meetings re Q8 results and plans for Q9 inputs: Meet privately with Teams #3,4,5,6,1,2 in that order.</td>
<td>D2L Quiz Ch. 19 \textbf{H=} Product Life Cycle</td>
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<tr>
<td>3/26</td>
<td>Online Activity #8</td>
<td>LINKS Inputs Q8 due by 9:00pm</td>
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<tr>
<td>3/30</td>
<td>Team #6 Presents Ch. 19,20 Price (text vs LINKS). Presidential Meetings re Q9 results and plans for Q10 inputs: Meet privately with Teams #3,4,5,6,1,2 in that order.</td>
<td>D2L Quiz Ch. 19 \textbf{H=} Product Life Cycle</td>
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**2/19 Online Activity #4**

Submit preliminary LINKS Q5 input decisions to LINKS before 9:00 pm, not “for real” (that’s next week) but so that instructor can advise you better.

**2/24**

Team #1 Presents Ch. 10 Research (text vs. LINKS) from 6:30 to 7:00. Bring hard copies of your Q5 input decisions to class. Presidential Meetings re Q5 inputs: 15 minutes privately in order: 2,3,4,5,6,1. Be ready to defend the decisions that you will be finalizing this Friday. (Meet with your group nearby until your time which will be announced in class.)

D2L Quiz Ch. 10 Myers-Briggs forms due back in class \textbf{H=} VALS/Prizm assignment re-write due in dropbox and hard copy due in class \textbf{(staple on top of original)}. \textbf{H=} PSR Memo #2 (MBA) due in dropbox and hard copy due in class.

**2/26 Online Activity #5**

LINKS Inputs Q5 due by 9:00pm

Team #2 Presents at 6:30 Ch. 12 Product (text vs. LINKS). Review for Mid-term. Instructor returns PSR Memo #2.

D2L Quiz Ch. 12 \textbf{H=} Résumé/Cover due in dropbox and hard copies due in class.

**3/2 Online Activity #6**

LINKS Inputs Q6 due by 9:00pm

Team #3 Presents Ch. 14 at 7:15 pm Channels (text vs LINKS). \textbf{Midterm Exam} (In-class, paper and pencil, closed book) 7:45 to 8:45 pm (Ch.1,2,3,6,9,10,12 + LINKS questions)

D2L Quiz Ch. 16 \textbf{H=} PSR Memo #2 rewrite due in dropbox and hard copy due in class (staple on top of original).

**3/7 Online Activity #7**

LINKS Inputs Q7 due by 9:00pm

Team #4 Presents Ch. 16 Promotion (text vs LINKS). Lecture-discussion LINKS/text. Instructor returns Résumé/Cover

D2L Quiz Ch. 18 \textbf{H=} PSR Memo #3 (dropbox only).

**3/16 Online Activity #8**

LINKS Inputs Q8 due by 9:00pm

Team #5 presents Ch. 18,19 Price (text vs LINKS). Presidential Meetings re Q8 results and plans for Q9 inputs: Meet privately with Teams #3,4,5,6,1,2 in that order.

D2L Quiz Ch. 19 \textbf{H=} Product Life Cycle

**3/23**

Team #6 Presents Ch. 19,20 Price (text vs LINKS). Presidential Meetings re Q9 results and plans for Q10 inputs: Meet privately with Teams #3,4,5,6,1,2 in that order.

D2L Quiz Ch. 19 \textbf{H=} Product Life Cycle

**3/30 Online Activity #8**

LINKS Inputs Q8 due by 9:00pm
**Thursday 3/24 through Sunday 4/3 (11 days) Easter/Spring Break**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Notes</th>
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<tbody>
<tr>
<td>4/6</td>
<td><strong>#11 Eileen Abbatoy’s Résumé/LinkedIn Workshop</strong>&lt;br&gt;<strong>starts early at 6:00 (!) pm.</strong>&lt;br&gt;Team #6 presents Positioning (Ch. 9, 16, 13 et al.) (text vs. LINKS). (Start working on this early!)&lt;br&gt;Lecture-discussion LINKS/text.</td>
<td>D2L Quiz Ch. 14&lt;br&gt;D2L Quiz Ch. 15&lt;br&gt;14 Chan 15 Ret</td>
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<tr>
<td>4/6</td>
<td><strong>#12</strong></td>
<td></td>
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<tr>
<td>4/8</td>
<td><strong>Online Activity #9</strong></td>
<td><strong>LINKS Inputs Q9 due by 9:00pm</strong></td>
</tr>
<tr>
<td>4/13</td>
<td><strong>#12</strong> Instructor hands out Myers-Briggs results.&lt;br&gt;Myers-Briggs workshop.&lt;br&gt;Presidential Meetings re Q9 results and plans for Q10 inputs: Meet privately with Teams #4,5,6,1,2,3 in that order.</td>
<td>H= “Ad Backwards.”&lt;br&gt;D2L Quiz Ch. 13&lt;br&gt;13 Brand</td>
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<td>4/15</td>
<td><strong>Online Activity #10</strong></td>
<td><strong>LINKS Inputs Q10 due by 9:00pm</strong></td>
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<td>4/20</td>
<td><strong>#13</strong> Non-Profit Workshop.&lt;br&gt;Lecture-discussion on LINKS and text relevant topics.</td>
<td>H= Myers-Briggs / Kiersey Assignment.&lt;br&gt;H= PSR Memo #4 (Confidential peer reviews. Dropbox only).</td>
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<td>4/22</td>
<td></td>
<td><strong>LINKS Inputs Q11 due by 9:00pm</strong></td>
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<tr>
<td>4/27</td>
<td><strong>#14</strong> Presentations&lt;br&gt;Team 1 at 6:40 – 7:10&lt;br&gt;Team 2 at 7:20 – 7:50&lt;br&gt;Team 3 at 8:00 – 8:30</td>
<td>H= Résumé/Cover re-write due in dropbox and <strong>hard copies due in class</strong>&lt;br&gt;(staple on top of graded originals).&lt;br&gt;Marketing Strategy/Plan/Results Presentations Teams 1, then 2, &amp; then 3</td>
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<td>5/4</td>
<td><strong>#15</strong> Presentations&lt;br&gt;Team 4 at 6:40 – 7:10&lt;br&gt;Team 5 at 7:20 – 7:50&lt;br&gt;Team 6 at 8:00 – 8:30</td>
<td>H= LINKS “Lessons Learned” Memo&lt;br&gt;Marketing Strategy/Plan/Results Presentations Teams 4, then 5 &amp; then 6</td>
</tr>
<tr>
<td>Week</td>
<td><strong>of 5/9</strong> Final Exam. Time and location as assigned by registrar.</td>
<td>Return your yellow <strong>LINKS</strong> manuals to instructor tonight.</td>
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</tbody>
</table>